

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Tuesday, October 29, 2013

Hollywood Hotel
(1160 North Vermont Avenue Hollywood, CA 90029)

MINUTES

Governors Attending: Jeff Zarrinam, chair; Alexanyan, Massachi, Shield, Swanson, Zaman,

Staff: Shahenian

Guests: Jeffrey Miele, LABT; Berj Tashjian, Royal Square

I) Call to Order

Zarrinam called the meeting to order at 2:06 pm. The group members in attendance made self-introductions.

II) Public Comment

Tashjian commented that trees in front of his property appear to be dry and dying.

Alexanyan stated that Chase Bank will be holding a community networking event at the We Work offices on November 12, 2013 from 6-8 pm.

Zarriannam discussed the East Hollywood/Los Feliz Homeless Coalition and noted that the group would be meeting at the Hollywood Hotel on November 21st at 3:00 pm.

III) Approval of Minutes

Motion by Shield, seconded by Massachi to approve the September 11, 2013 Board and Nominating Committee Meeting Minutes.

Motion carried.

IV) Financial Report

Shahenian noted that the BID had a beginning balance of \$96,198.13 and an ending balance of \$78,262.25 for the month of September. Expenditures were made for Streetscape, Landscaping, and Maintenance.

V) EHBID Letterhead

The Board discussed the creation of new EHBID letterhead. A design was chosen. Zarrinam noted that EHBID T-shirts with the new logo had been ordered for the HBT cleaning crews.

VI) No Vending Signs

Zarrinnam noted that 10 no vending signs have been installed along Vermont Ave. Installation was paid for by the BID. He also noted that the Invest from the Ground Up BID Banners are also up along Vermont between Hollywood Blvd. and the 101 Freeway.

VII) Cleaning Contract Update

Miele reported that a total of 3,958 bags of trash have been pulled in 2013 so far. Two trees have been identified with an insect infestation and are currently being treated by LABT.

Miele recommended that the BID begin to prune the trees between Melrose and Sunset as they have become top heavy and will eventually begin to lean. Miele quoted \$30 per tree for pruning a total of \$2940 for all 98 trees on Vermont.

The Board discussed filing the tree wells with DG to make flush with sidewalk. There is concern that pedestrians may inadvertently step into the tree wells, risking injury. Miele to report back with a quote on DG or options for filling wells with lilies to help call attention to the area.

The group discussed need for clearing up area in front of Kay Kars. It was also noted that there are some empty tree wells in front of LACC.

Miele discussed newly installed irrigation at the Vermont Triangle.

VIII) Vermont Median Update

Zarrinnam noted that the City will need to break ground on the medians before the end of the year. Soil testing in the area will begin soon and will constitute ground-breaking for the MTA grant purposes. 6 medians will be completed however, the length of some will be shortened from original plans.

IX) Board Member Outreach

Zarrinnam asked Board members to more actively engage with their neighbors on EHBID related issues. Board members will divide the BID into sub-districts and each take responsibility for outreaching to their sub-district. He asked the Board to pay particular attention to areas where the sidewalks need repair.

Zarriannam noted he was trying to make contact with the folks at West Coast University and invite them to participate in the BID.

X) Reports from Public Agencies

There were no representatives in attendance.

XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Thursday, December 5, 2013 at 2:00 pm at the Hollywood Hotel.

XII) Adjournment

The meeting was adjourned at 3:45 pm.

Respectfully Submitted,

A handwritten signature in black ink, reading "Nicole Shahanian". The signature is written in a cursive, flowing style with a prominent initial "N".

Nicole Shahanian
Executive Director